



Tools For Action

An inventory of nutrition and physical activity interventions in Wisconsin

Program Name **Lakeland Lactation Center**

Contact Information

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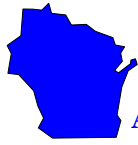
Program Information

Type of Program Health Care
Year Coalition was Formed 1993
Primary program focus Nutrition
Region Southeastern
County Walworth
Coalition Web Site Address

Program Information

Represented Groups on Coalition Health Care	Represented Professions on Coalition Nurse Other
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A Wisconsin Nutrition and Physical Activity Program



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Intervention Name

Breastfeeding Promotion And Assistance

Intervention Information

Type of Intervention: Nutrition Event
Focus Area: Breastfeeding
Intervention Site or Setting: Health Care
Scope of Intervention: Regional
Target Audience: All races and genders Ages 1-4, 12-19, 20-39
Total Population in Area Served: 20,000
Number of Participants: 1,500
Implementation Status: ongoing

Partners: WIC Physician clinics and offices
Unique Funding: We currently have a grant from the March of Dimes
Evaluation: Service Provision Impact on Behavior
Evidence-Based or Best Practice based on UNICEF, WHO, Baby-Friendly USA, AAP

Products Developed or Materials Used:

Aurora "For Your Well-Being" education sheets on breastfeeding in English and Spanish.

Intervention Description:

Breastfeeding education and support.

A Wisconsin Nutrition and Physical Activity Intervention